
WISN-TV
(Milwaukee, WI)

ELECTRONIC
POLITICAL AND ISSUE ADVERTISING
PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local political ad or federal or state issue ad buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candidate/Issue

NATIONAL REPUBLICAN SENATE COMMITTEE

Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)

10/24/12 - 10/30/12

Initials

1. Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17) Date: _____
2. Original contract showing requested time (when available) Date: 10/23/12 SA
3. Updated contracts as order changes. Date: _____
4. Invoice of schedule as actually broadcast, including amount of rebates given (exact date, time, class of time and amount for each rebate), if any Date: _____

Checklist Completed:

By: _____

Date: _____

ORDER



Orders	Order / Rev:	966603	Primary AE:	
	Alt Order #:	06391573	Sales Office:	Will Hildebrandt
	Product Desc:	NRSC *ADD*	Sales Region:	H -DC
	Estimate:			NAT
	Flight Dates:	10/24/12 - 10/30/12		
	Original Date / Rev:	10/23/12 / 10/23/12		
	Order Type:	GENERAL		
Agency	Name:	Strategic Media - DC	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		3299 K St NW Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	NRSC National Republican Senate Co	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:20:00
	Product Codes:	PLI Party Senate	Advertiser External ID:	
	Priority:	P-6	Agency External ID:	
	Revenue Codes:	POL, GENL, PLTCS		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	16	\$48,450.00	\$41,182.50	October 2012	16	\$48,450.00	\$41,182.50	0.00
10/29/12	10/30/12	9	\$30,400.00	\$25,840.00	November 2012	9	\$30,400.00	\$25,840.00	0.00
					Totals	25	\$78,850.00	\$67,022.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Will Hildebrandt			Start Of Order - End Of Order	100%

Order Share	Share	Total
WISN TV	23%	\$78,850.00
Market	100%	\$342,826.09

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKNO	1%	\$3,428.26
WCGV	0%	\$0.00
WDJT	32%	\$109,704.35
WITI	28%	\$95,991.30
WMLW	0%	\$0.00
WTMJ	15%	\$51,423.91
WVTW	1%	\$3,428.26

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WISN	10/25/12	10/25/12	News 5-6a M-F	CM	5-6A	---1---	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
News M-F 5a															
<u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> ---1--- <u>Spots/Week</u> 1 <u>Rate</u> \$1,500.00 <u>Rating</u> 0.00															
E 2	WISN	10/29/12	10/29/12	News 5-6a M-F	CM	5-6A	1-----	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
News M-F 5a															
<u>Start Date</u> 10/29/12 <u>End Date</u> 11/04/12 <u>Weekdays</u> 1----- <u>Spots/Week</u> 1 <u>Rate</u> \$1,500.00 <u>Rating</u> 0.00															
E 3	WISN	10/25/12	10/25/12		CM	7-9a	---1---	:30	1	\$5,000.00	P-6	0.00	NM	1	\$5,000.00

Order / Rev: 966603
Alt Order #: 06391573
Flight Dates: 10/24/12 - 10/30/12

Advertiser: NRSC National Republican Senate Com
Product Desc: NRSC *ADD*
Estimate:

WISN-TV

Order / Rev: 966603
 Alt Order #: 06391573
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: NRSC National Republican Senate Com
 Product Desc: NRSC *ADD*
 Estimate:

WISN TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WISN	10/28/12	10/28/12	CHRIS MATTHEWS WIGM		1030-11a	-----1	:30	1	\$500.00	P-6	0.00	NM	1	\$500.00
Chris Matthews															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -----1 1 \$500.00 0.00															
E 18	WISN	10/27/12	10/27/12	ABC PRIME COLLEGE G&M		7-1030p	-----1-	:30	1	\$3,000.00	P-6	0.00	NM	1	\$3,000.00
ABC Prime College Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -----1- 1 \$3,000.00 0.00															
E 19	WISN	10/27/12	10/27/12	ABC WEEKEND DAY G&M		230p-6p	-----1-	:30	1	\$25,000.00	P-6	0.00	NM	1	\$25,000.00
College Football Game #2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -----1- 1 \$25,000.00 0.00															
													Totals		
													25 \$78,850.00		